

ABSTRACT

5 A method and system for a company, group or individual to easily and advantageously transfer multimedia files to a central server where they can be readily accessed by others on the network. In accordance with an embodiment of the present system, users can create and publish multimedia to a wide audience in seconds, a task that formerly might have taken weeks or, indeed, been impossible to achieve. Once the multimedia is published, an embodiment of the present system further provides integrated tools to manage, publicize, edit, charge for and control access to the multimedia.

10 Elements comprising an embodiment of the present system include the Personal Producer software, Media Mogul software, V-Mail software, Personal Channels, Business Channels, Personal Stores and other software.